



What is a CLEAN business?

A CLEAN business adapts its practices to conserve and use renewable resources, and holds itself accountable for environmental and social impacts. It operates in a responsible manner, protecting the environment whenever possible.

Benefits (It's worth it!)

• FREE advertising and promotion for your business:

- City Calendar/Website: 4.5 million monthly 'hits'
- CV Connect Newsletter: 1,100 subscribers
- Direct Mailers: 200,000 individuals
- Business License Renewal enclosure: 8,000 licensed businesses
- Solid Waste/Recycling Billing: 85,000 households
- Multi-Departmental Outreach: 300,000 individuals (including National City & Imperial Beach)
- South Bay Community Events: 500,000 attendees
- Chula Vista Civic Organizations: 100 community leaders

PLUS:

- FREE assistance in making CLEAN changes to your business
- Community recognition of your voluntary efforts to improve our environment
- Cost savings through improved efficiency, energy and water conservation, and waste reduction
- Helping to fight climate change by reducing greenhouse gas emissions (via solid waste reduction and pollution prevention)

Resource Conservation Works!

FACT: Recycling one aluminum beverage can saves enough energy to run a 100-watt bulb for 20 hours, a computer for three hours, or a television for two hours.

FACT: One ton of paper made from recycled pulp saves:

- Seven trees
- Over three cubic yards of landfill space
- 7,200 gallons of water
- 4,200 kilowatt hours (enough to heat a home for six months)

FACT: Recycling one ton of plastic saves 3.8 barrels of oil and 7.4 cubic yards of landfill space.

FACT: Every ton of glass that is recycled results in one ton of raw materials saved to process new glass, including: 1,300 pounds of sand, 410 pounds of soda ash, and 380 pounds of limestone.

WHO WE ARE:

Chula Vista CLEAN Business is a program designed to help small businesses become sustainable, or "CLEAN."

The program certifies and promotes businesses and other organizations that demonstrate environmentally friendly practices and conserve resources.

Participation in the program is voluntary and free.

*Become a
CLEAN
Business
today!*

Examples of what a CLEAN Business can do to make a difference:

To conserve energy:

- Use compact fluorescent light bulbs
- Keep thermostat set at 78 degrees for cooling and 68 degrees for heating
- Install and use ceiling fans instead of air conditioning, when possible



To conserve water:

- Adjust landscape irrigation timers
- Install low-flush toilets
- Have your water utility perform a water audit at your facility

To prevent pollution:

- Choose non-toxic products
- Use dry cleaning methods rather than washing potentially harmful debris down storm drains

To reduce waste:

- Buy office paper with recycled paper content
- Recycle office paper, ink, and toner cartridges
- Reuse packaging materials

**These measures are just examples. Businesses are encouraged to adopt measures to suit their individual operations.*



It's EASY to become a Chula Vista CLEAN Business!

Follow these three simple steps:

1 APPLICATION. Review the certification criteria and checklists. Complete the checklists by indicating the suggested measures/practices your business would like to implement. Once implemented, fill out and submit an application and your completed checklists for review.

2 VERIFICATION. Allow program staff to verify the selected measures and track your progress by setting up a site visit at your business. Call (619) 691-5122 and select #6 from the menu to set up a visit. Once certified, your business will be presented with a certificate and window decal.

3 RECOGNITION. Submit a business description and a picture of your choice. These will be used on the Chula Vista CLEAN Business website to advertise your business—at no cost to you!

MAIL completed application and checklists to:
CVCB Group, Public Works Facility
1800 Maxwell Road, Chula Vista, CA 91911
or **FAX** to: (619) 397-6363
or **EMAIL** to: environmentalservices@ci.chula-vista.ca.us

